



TOMPKINS COUNTY *Tourism* Program

Promoting Economic
Development & Enhancing
Our Quality of Life



2017 ANNUAL REPORT TO THE COMMUNITY

STRATEGIC TOURISM PLANNING BOARD

“Dedicated service to the community through tourism”

Since its establishment by the County Legislature in 1999, the Strategic Tourism Planning Board (STPB) has been tasked with advising the Legislature on all aspects of tourism development in Tompkins County including making recommendations for allocations of hotel room occupancy tax funds; reviewing and evaluating the activities of organizations receiving these funds; overseeing Tourism Grant Programs; and developing tourism policies and strategies. Members are appointed by the Tompkins County Legislature and collectively dedicate thousands of hours in pursuit of the board’s mission.

MISSION

The Strategic Tourism Planning Board is charged by the Tompkins County Legislature with providing oversight and strategic direction for tourism initiatives that promote economic development and enhance the quality of life in Tompkins County.

TOMPKINS COUNTY TOURISM PROGRAM

The Tompkins County Tourism Program invests more than \$2 million annually of visitor room tax dollars in the amenities we all love: a vibrant arts community, outstanding outdoor recreation, a farm-to-table culture, an exciting downtown entertainment district, and fun festivals and events.

This community-based approach to building tourism is strategic and sustainable, generating high rates of return in economic benefit for each dollar we invest, while creating a beautiful, distinct place loved by residents and visitors alike.

CHAIR’S MESSAGE

We are fortunate to live in a county with a holistic, sustainable approach to allocating its hotel room occupancy tax funds. In addition to the typical funds for marketing that bring tourists and investments into our community, 40% of the tax is dedicated to product development. This funding enables a rich profile of events, programs, and infrastructure. The division in spending reflects the Tourism Program’s dual goals of enhancing local quality of life and promoting economic development through tourism initiatives, and its success is seen in the growth in room tax revenues over time.



2017 saw great strides in many of the tourism programs and policies. Thanks to staff and intern Dylan Tuttle’s efforts, we created an in-depth analysis of the County’s room tax spending from 2004 to 2016. The analysis presented trends and total investments over the years, positioning the board to make well-informed future decisions.

The board also made significant progress on a Diversity & Inclusion Assessment, becoming the first Tompkins County advisory board to create such a statement. We thank the County Workforce Diversity and Inclusion Committee for their thoughtful feedback and support.

The Planning and Evaluation Committee, under the dedicated leadership of board member Ken Jupiter, took up many long-standing issues, among them discussions of the relationship between transportation and tourism.

In 2018, the board will begin to lay the groundwork for a new strategic plan. It will work with the Ithaca/Tompkins County Convention & Visitors Bureau, the lead agency implementing a new Visitor Profile Study, to gather vital research regarding our current visitor demographic. An Outdoor Recreation Tourism plan will be completed, and other studies and plans, such as the opportunity for a downtown conference center, will advance.

On behalf of the board, I would like to thank Tompkins County Legislators, the Tompkins County Planning and Sustainability Department, the Tompkins County Chamber of Commerce, and our many partners within and beyond Tompkins County. A special thanks goes to the staff of the Ithaca/Tompkins County Convention & Visitors Bureau (a division of the Chamber), who significantly revitalized relationships between the County and its institutions of higher education in 2017. They have time and time again shown creative, flexible, innovative thinking and success in their marketing and support efforts. Their achievements on social media and at the new Taughannock Falls Visitor Center have made the visitor experience even more user-friendly, as shown in their insightful evaluation reports.

Our final thanks goes to Thomas Knipe for his six years’ leadership developing the County Tourism Program with robust, transparent procedures and a bold vision. Its success is due in large part to Tom’s ability to identify and act on opportunities, connect partners, and expand programs. This report itself, a first for the program, was initiated by Tom to further open communication with our community. Our best wishes go with him as he transitions to the City of Ithaca as Deputy Director for Economic Development in 2018.

—Anne Gossen, Strategic Tourism Planning Board, 2017 Chair

PROGRAM DIRECTOR’S MESSAGE

As we reflect on the accomplishments of the Tompkins County Tourism Program in 2017, it is also a moment to look back on the incredible growth of the program over the past six years, during which I have had the honor of serving as the County staff member responsible for tourism.

Since 2011, annual visitor spending has increased from \$165 million to more than \$200 million today, and these dollars coming into our community from outside now generate \$673 in local tax relief for every household in Tompkins County. Meantime, annual room tax revenues increased 45% from 2011 to 2017, now topping \$2.75 million. Although this year our area accommodations have experienced some dips in occupancy, long-term trends for the lodging industry have remained strong: in the past 18 months, the supply of local hotel rooms has increased 14%, with the addition of the downtown Marriott and Holiday Inn Express and more supply growth expected with completion of the Canopy by Hilton in 2019. The growth of tourism in Tompkins County over the past six years has outpaced tourism growth in other communities in the region and in Upstate NY, and we have grown in a sustainable way by building up local institutions and protecting and enhancing the unique characteristics of our communities.

Why have we been so successful? In addition to our outstanding natural, cultural, and institutional assets, at the heart of our success is the entrepreneurial and creative spirit of Tompkins County residents and organizations, which have been empowered to contribute to local tourism. It is also the strength of each of the programs described in this annual report, the combination of which add up to a unique place-based approach to tourism development that benefits residents and visitor alike. Finally, it is our strategic approach. Since the adoption of the 2020 Strategic Tourism Plan in 2012, the STPB has further identified priority actions for tourism development through the completion and adoption of five detailed implementation strategies for Agriculinary Tourism, Heritage Tourism, Wayfinding and Interpretive Signage, Priority Trails, and the Cayuga Lake Blueway Trail. Working to align funding with these and other priorities identified in the 2020 Plan, the board created a new targeted funding program, the Strategic Tourism Implementation grant, all while maintaining a strong base of funding for our core programs, including the Convention and Visitors Bureau, Beautification Program, Arts & Culture Organizational Development Grant Program, and Tourism Capital Grant Program, among others.

A number of exciting new initiatives were launched in 2017 that will begin to yield tangible results in the years ahead, including continued feasibility work for a downtown conference center and laying the groundwork for the Tompkins Center for History and Culture, which received a transformative \$1.3 million state grant in November and is on track to open to the public in early 2019.

Thank you to the STPB and the Tompkins County Legislature for their sustained commitment to our balanced approach to tourism development in Tompkins County, and thank you to our 80+ partners who made meaningful contributions to economic development and quality of life through tourism in 2017.

—Thomas Knipe, Principal Planner / Tourism Program Director



TOMPKINS COUNTY TOURISM PROGRAM AIMS

These aims are the highest-level description of values that align with the mission of the STPB and the Tompkins County Tourism Program.

PROVIDE MEMORABLE EXPERIENCES and legendary service that will educate, delight, and relax visitors, compel them to tell others and motivate repeat visits.

CREATE DEMAND through excellent marketing of appropriate tourism sites and services and cultural and recreational assets in Tompkins County.

IMPROVE ECONOMIC CLIMATE through a vibrant tourism program that builds jobs, raises tax revenues and helps make our county a great place to live, work and invest.

PRESENT THIS UNIQUE PLACE by building on special characteristics of its people, culture, history, geography, environment, economic activity and institutions.

IMPROVE AND NEVER HARM the quality of life for local residents, businesses and institutions. Tourism programs should enrich the lives of all who live here.

ENCOURAGE DEVELOPMENT OF STRONG PROGRAMS and facilities to serve as the tourism "infrastructure" upon which future projects can be developed.

TOURISM FOUNDATION

programs

Supporting a Strong Tourism Infrastructure

In 2017,

the Tompkins County Tourism Program invested \$1.3 million in tourism marketing and product development through several line-item funded programs, including the following:

1 Ithaca Tompkins County Convention and Visitors Bureau, a Division of the Tompkins County Chamber of Commerce

The CVB is the County's designated Tourism Promotion Agency and leads the community's efforts in destination marketing, group sales, and visitor services.

2017 Highlights include:

HUGE MEDIA EXPOSURE

Thanks to proactive pitching and partnering with regional and NYS partners, media reach for Tompkins County tourism partners and the county as a destination was over 938 million. We are especially proud of the feature in the *New York Times* Travel Section and for being named 2017 Emerging Nature Destination of the Year by *Luxury Travel Guide*.

EXPANDING THE BRAND WORLDWIDE

Thanks to a revised retail program at the Visitor Center at the Taughannock Falls Overlook, 3,495 visitors in 36 countries and 43 states are proudly wearing "Ithaca is Gorges" T-shirts, sweatshirts, hoodies, hats and more. Top countries outside the USA include Canada, UK, Israel, Germany, Australia, and Russia. CVB staff are using this experience to help formulate a retail

business plan for the new Tompkins Center for History and Culture retail shop in 2019.

DEDICATED STAFF TO AGRICULTURAL TOURISM DEVELOPMENT

By dedicating a part-time staff person, the CVB is now able to move forward with ready-to-purchase vacation packages and the first round of micro-grants to help farmers and producers achieve visitor



readiness. Short-term successes include a partnership with **Escapemaker.com** to promote our producers and product experiences to visitors from NYC. This partnership has resulted in media exposure of over 14 million in less than five months, including *Food Network Magazine* and *Heritage Radio Network*.

In 2017, the CVB Sales team hosted three familiarization tours for 26 tour companies from China, UK, Ireland and Scotland. New presence on VisitUSA-UK launched in late September has already delivered engagement with UK travel trade.





2

Beautification, Signage, and Public Art Program

The purpose of the Tompkins County Beautification, Signage, and Public Art Program is to increase the perception of Ithaca and Tompkins County as an outstandingly beautiful and distinct community that is simple for visitors to navigate. The program invests in attractive public plantings in high traffic and gateway areas, rural beautification grants, Public Art Grants, and the maintenance of a welcoming urban core through the Downtown Ithaca Ambassadors Program.

Recent progress on the Program's 2016-2020 Strategic Plan includes the establishment of a formal public art grant program with administrative support provided by the Community Arts Partnership and where room tax funds are matched one to one with a local foundation, the further expansion of planting areas, launch of a business sponsorship program, and creation of an awards program to recognize and encourage the beautification efforts of local businesses, groups and individuals.

\$141,386 of room tax investment in 2017 in the Beautification, Signage and Public Art Program leveraged an additional \$181,335 in community investment (a match of 56%) through the work of Cornell Cooperative Extension of Tompkins County, the Downtown Ithaca Alliance, Community Arts Partnership, Tompkins County Chamber of Commerce, and Tompkins County Planning and Sustainability Department.



Beautification Brigade volunteers Carol Beeman and Dan Klein, Tompkins County Legislator and former Beautification Program Coordinator, plant beautiful fall mums. The "Rotary Rotary" was officially dedicated through a sponsorship by the Rotary Club of Ithaca in 2017. 600 Beautification Brigade volunteer hours were donated to the Beautification Brigade. Photo Credit: Martha Gioumouis



CAP also administers the Public Art Grant program, which is partially funded by the Tourism Program. Mary Beth Ihnken received a 2017 Public Art Grant to paint this extensive new mural on the exterior of the Dryden Road Collegetown Parking Garage. The depiction of blue skies, clouds at sunset and bird silhouettes adds a bit of art and wonder in the heart of Collegetown.



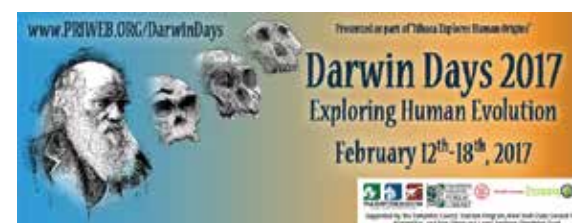
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Discovery Trail

The Tourism Program invests in the Discovery Trail to collectively promote eight local organizations that have a dual mission of education and tourism promotion: Museum of the Earth, Cornell Lab of Ornithology, Cornell Botanic Gardens, Herbert F. Johnson Museum of Art, Cayuga Nature Center, Sciencenter, the History Center, and the Tompkins County Public Library. In 2017, The Discovery Trail distributed 45,000 rack cards to prospective visitors through NY State. The eight Discovery Trail sites collectively welcomed over 720,000 visitors in 2016, an increase of 1.5% over the previous year.

"The Discovery Trail is unique in the museum field worldwide. No other community has been able to create and sustain a collaborative group like it."

—Charlie Trautmann, former Discovery Trail board chair, quoted in 2017 in the Informal Learning Review Journal



Every two weeks the Discovery Trail features an event taking place at one of its eight partner sites. Last winter, the Discovery Trail partners participated in the "Ithaca Explores Human Origins" joint exhibit which started with the Smithsonian traveling exhibit on display in the Tompkins County Public library, a Discovery Trail weekend with five different events/exhibits at the different partner sites, culminating with the Museum of the Earth's Darwin Days in February 2017.

5

Hospitality Workforce Development

The Hospitality Workforce Development program is designed to build an awareness of and encourage interest in hospitality and tourism career pathways in Ithaca/Tompkins County. The program involves outreach, career exploration, workshops, events, meetings and coaching, industry recognized credentials, ambassador training and modules for entry, mid-level and manager/supervisory level employees. Partners include the Workforce Development Board, Tompkins Workforce New York Career Center, Convention and Visitors Bureau, Downtown Ithaca Alliance and Tompkins Cortland Community College.

Beyond its popular multi-day Hospitality Star training, in 2017 the program launched "Ithaca 101 - Unlocking Ithaca's Best Kept Secrets," a new pilot series of ambassador training sessions reaching many dozens of additional participants, including Hotel Ithaca, Hilton Garden Inn, Convention and Visitors Bureau, LaTourelle, Sheldrake, Sciencenter, and Ithaca is Foodies. The program also conducted three sessions of summer youth career exploration and provided ServSafe and online manager/supervisory skills training.



6

Tompkins Festivals Program

The Festivals Program is a project of the Downtown Ithaca Alliance and Tompkins County Tourism Program. By providing training, technical assistance and equipment lending, it works to enhance the overall success

and attraction of events and festivals county-wide. In 2017, the program provided more than 300 hours of direct technical assistance to 27 events and festivals and lent event equipment to 62 more, saving organizers thousands of dollars. The partners are a mix of major events that draw thousands of visitors from outside Tompkins County like Ithaca Skate Jam, Wizarding Weekend and Ithaca Festival, and beloved local events like Porchfest, the Dryden Lake Festival and the First People's Festival. Fewer than half are tourism grant recipients. A number of resources are available on an ongoing basis through the program website: www.tompkinsfestivals.com

Emma Frisch of Firelight Camps and Food Network Star fame gives a live chef demonstration at the Experience! the Finger Lakes Culinary Festival in June. The foodie festival was one of 27 events that the Tompkins Festivals Program assisted in 2017.

Photo Credit: Allison Usavage



TOURISM GRANT

programs

Competitive Tourism Funding Opportunities

In 2017,
the Tompkins County
Tourism Program invest-
ed more than \$750,000 in
74 projects and 49 local
organizations through the
following competitive
grant programs:

"Tompkins County's tourism grant programs have been essential to the Sciencenter's own success. Currently, the Sciencenter sees 110,000 visitors through its doors. This is a growth of 10,000 over the past five years – growth that we strongly attribute to the new exhibit offerings made possible by Tompkins County Tourism Program grants. The Sciencenter has also been able to leverage these grants to bring in additional funding from outside the region to the tune of approximately \$1,000,000 each year. Outside grant money is then spent locally, helping to grow the local economy."

—Monika Collins, Senior Director of External Relations, Sciencenter

1 Strategic Tourism Implementation (STI) Grants

These targeted grants support significant implementation of the 2020 Strategic Tourism Plan, related implementation plans and other strategic priorities established by the STPB. 2017 investments supported the Tompkins Center for History and Culture, Agriculinary Tourism Initiatives and a project with Cornell Design Connect to develop a local placemaking toolkit.



In 2017, the Tompkins Center for History and Culture project received two STI Grants and a Tourism Capital Grant in support of early planning, design and project management. These modest early investments of room tax have played a critical role in establishing incredible momentum for this project, a collaborative partnership of The History Center, the Chamber of Commerce and its CVB's Downtown Visitor Center, the Community Arts Partnership, Wharton Studio Museum, Ithaca Aviation Heritage Foundation, Dorothy Cotton Institute, Historic Ithaca, and others. The project received grants from New York State totaling \$1.365 million in 2017, towards a \$3.685 million capital campaign supporting renovations and exhibits. The project is on track to open the doors to the public in the former Tompkins Trust building on the Ithaca Commons in early 2019.

2

Arts & Culture Organizational Development (ACOD) Grants

Tompkins County's vibrant arts and cultural community makes it stand out as special place in Upstate New York. Its reputation as a tourist destination in the Finger Lakes region relies upon the strength of our major arts and culture organizations. Since its inception in 2003, the Tompkins County Tourism Program has sought to secure the financial and operational stability of the county's major arts and culture organizations through the ACOD program. In 2017, the program awarded \$197,000 to 10 local organizations. The program is administered on behalf of the County by the Community Arts Partnership.

2017 ACOD GRANT RECIPIENTS:

Cayuga Chamber Orchestra	Ithaca Shakespeare
Cinemapolis	Kitchen Theatre
Community School of Music	PR/CNC
and Art	Sciencenter
Hangar Theatre	State Theatre
The History Center	



Backstage view of Michael Franti at The State Theatre of Ithaca on June 24, 2017. Over 50,000 people visit The State Theatre every year, with 40% coming from beyond Tompkins County. During the 2017/18 Season, the theatre will host over 30 internationally touring artists such as Joe Bonamassa, Ray LaMontagne, David Crosby, Modest Mouse, Amos Lee and Ladysmith Black Mambazo. ACOD funding supports a portion of The State Theatre Marketing Director's salary, helping to expand the reach of their marketing and grow their visitor audience.

3

Tourism Capital Grants expand major visitor generating facilities, and fund feasibility studies for potential projects. The Capital Grant Program is administered by Tompkins County Area Development (TCAD), with grant review committee participation from STPB members and TCAD Board of Directors. In 2017, the program awarded \$177,000 to nine new projects with a combined project value of just under \$2,000,000.



The Finger Lakes Land Trust's preserve along Lick Brook Gorge hosts one of the most popular segments of the Finger Lakes Trail in Tompkins County. This section connects Buttermilk Falls State Park through Lick Brook Gorge to Robert H. Treman State Park and is a major recreational resource for visitors and residents alike. Lick Brook is visited year-round by tourists and residents who want a glimpse of Ithaca's famous gorges. The Finger Lakes Land Trust received a Tourism Capital Grant in 2017 to help improve the trail. Photo Credit: Brian Maley

The Friends of Stewart Park awarded the STPB and Tompkins County Tourism Program with a 2017 "Stewardship" Award. The Award recognized the Program's support of planning and capital improvements in Stewart Park and its role in many park revitalization successes achieved by Friends of Stewart Park and the City of Ithaca. In 2008, the Chamber of Commerce Foundation was awarded the first of four planning and feasibility studies for the preparation of a Stewart Park Rehabilitation Action Plan which recommended the formation of a "Friends of" or conservancy organization to spearhead and steer the revitalization of Ithaca's main lakefront park. In 2017, the park received a Tourism Capital Grant to support further renovation of the large pavilion. Pictured (Left to Right): Diana Riesman (Friends of Stewart Park), Tom Knipe (Tompkins County Tourism Program), Anne Gossen (Strategic Tourism Planning Board), Martha Armstrong (TCAD, Tourism Capital Grant Administrator), Rick Manning (Director, Friends of Stewart Park). Photo credit: Andrea Bruns



4 New Tourism Initiative Grants and Tourism Project Grants support significant new tourism generating initiatives that flow from and are consistent with the Strategic Tourism Plan, and other tourism-generating single projects.

\$137,627 was awarded to 15 projects in 2017. A typical return on investment for these grants was 17:1; for every \$1 in grant funding received by the project, \$17 was returned through the community through visitor spending associated with the project.

The Tompkins County Tourism Program awarded grants totaling \$6,770 for support of the Community Arts Partnership's annual "Spring Writes Literary Festival," which features over 35 literary events over four days in early May in a dozen downtown Ithaca locations. Gina Keicher was one of 100 regional writers who read her work at the Festival. This reading was called "Genre Savvy presents Science Fiction."



5 Tourism Marketing & Advertising Grants help promote events and projects likely to attract visitors in a manner consistent with the CVB's marketing strategy. The program awarded 18 grants in 2017, matching partner investments dollar for dollar on campaigns designed specifically to attract visitors living outside of a 90 mile radius of Tompkins County.



Aila Peck and Thom Dunn in BRAHMAN/I: A One Hijra Stand-Up Comedy Show by Aditi Brennan Kapil at the Kitchen Theatre Company. The Kitchen Theatre received Tourism Marketing & Advertising Grant support for a targeted cable television advertising campaign in 2017, promoting the Kitchen's season to potential visitors in Rochester, Buffalo, Albany, Syracuse and Binghamton markets. Photo Credit: Dave Burbank

6 Community Celebrations Grants support observances, commemorations, jubileations, inaugurations, presentations, or other "red letter days" that have meaning for the community. Celebrations are not required to draw additional visitors to Tompkins County to receive grant funding, but many do, and all add to the visitor opportunities to experience the unique, authentic cultures and communities of Tompkins County.



Top: 485 people, including 231 children, attended the 2017 International Mud Day at the Ithaca Children's Garden, a family fun celebration of art, play, community, and getting muddy. Muddy opportunities included mud cloth paintings, mud pies in a "mud kitchen," and mud experiments in the "mud lab." The full transformation of the Hands on Nature Anarchy Zone into a muddy wonderland, with help from the Ithaca Fire Department, allowed kids of all ages to experience mud baths, mud pits, and mud slides, and a populous community of muddy residents. Mud Day received a Spring 2017 Community Celebrations Grant.

Bottom: The Town of Lansing celebrated the history of agriculture in the Town as part of its Bicentennial Celebration this year. Community Celebrations grants support rural communities in Tompkins County in celebrating aspects of their local heritage.

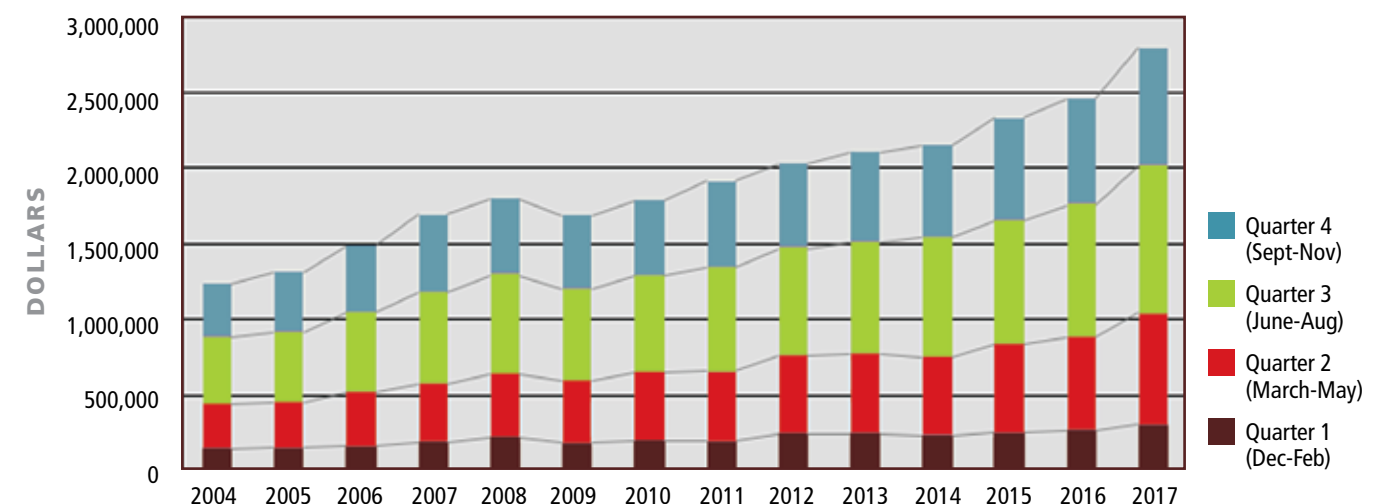
TOMPKINS COUNTY

Hotel Room Occupancy Tax:

A Growing Base of Support for Tourism Development

In the
decade between
2007 and 2017, Tompkins County Hotel Room Occupancy Tax revenues grew at an average annual rate of 5.4%

TOMPKINS COUNTY HOTEL ROOM OCCUPANCY TAX REVENUES BY QUARTER 2004-2017



Tompkins County Tourism Industry by the numbers:

3,351 annual jobs sustained by tourism – (2016, direct and indirect jobs)
\$198 million in annual visitor spending / community revenues (2016)
\$2.81 million annual room tax revenues (2017)
\$14.87 million in local taxes generated by tourism (2016)
\$673 per household tax benefit (2016)

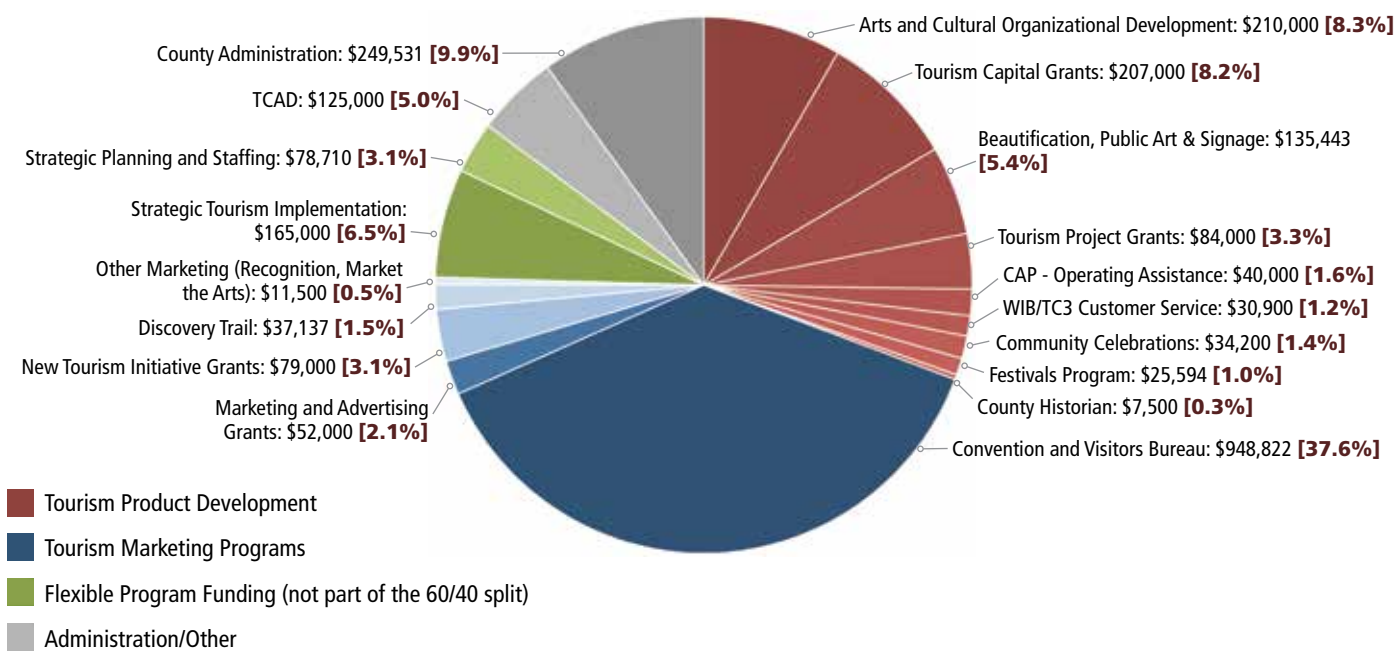
Sources: Tourism Economics, Tompkins County Finance Department

Were it not for tourism-generated state and local taxes, the average household in Tompkins County would have to pay an additional \$673 to maintain the same level of government revenue.

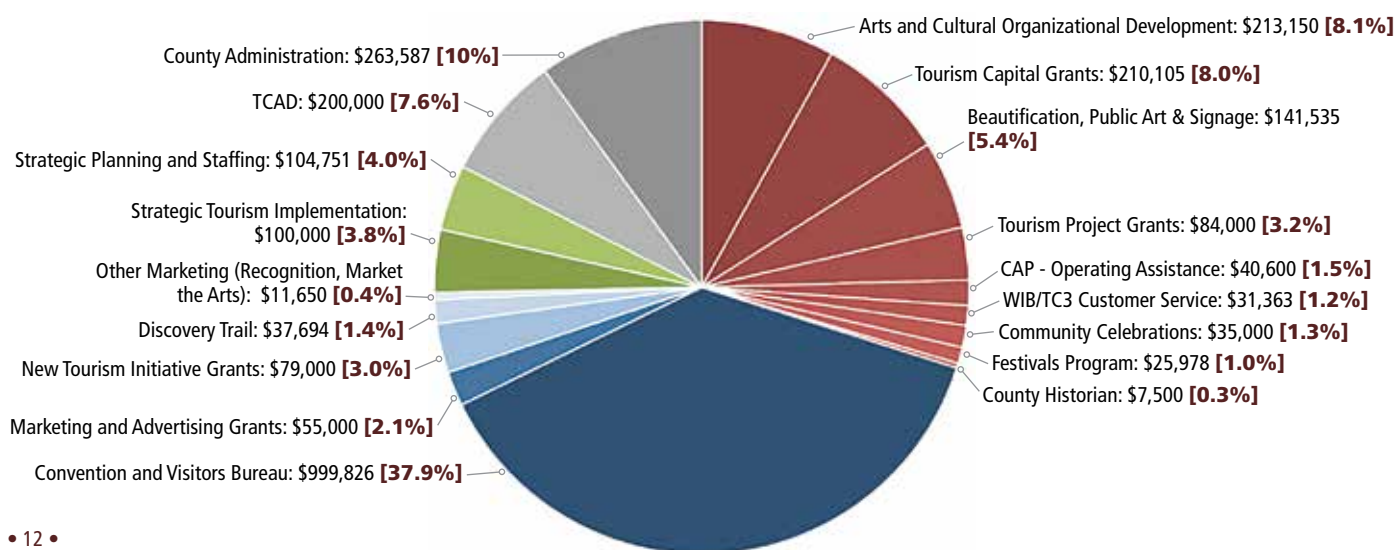
Tourism Program Budget

Room tax mainly supports tourism product development programs and tourism marketing programs. Between the funds budgeted for these two categories of programs, 60% supports marketing and 40% supports product development. In addition, two flexible categories support both marketing and product: Strategic Planning & Staffing, and Strategic Tourism Implementation grants. Finally, Tompkins County government receives 10% of the funds to support administration, and the County also uses room tax to support a portion of its annual contribution to Tompkins County Area Development.

2016 TOMPKINS COUNTY HOTEL ROOM OCCUPANCY TAX ADOPTED BUDGET
\$2,521,337 in Expenses (\$2,495,315 Revenues + \$26,022 Reserves)



2017 TOMPKINS COUNTY HOTEL ROOM OCCUPANCY TAX ADOPTED BUDGET
\$2,640,739 in Expenses (\$2,635,870 Revenues + \$4,869 Reserves)



2017 TOURISM GRANTS MADE



Arts & Culture Organizational Development Grants

APPLICANT ORGANIZATION	PROJECT	AMOUNT AWARDED
7th Art Corporation of Ithaca (Cinemapolis)	Arts and Cultural Organizational Development	\$13,500
Cayuga Chamber Orchestra	Arts and Cultural Organizational Development	\$20,000
Center for the Arts at Ithaca, Inc. (Hangar Theatre)	Arts and Cultural Organizational Development	\$24,500
Community School of Music and Arts	Arts and Cultural Organizational Development	\$7,000
Kitchen Theatre	Arts and Cultural Organizational Development	\$30,000
Paleontological Research Institution	Arts and Cultural Organizational Development	\$30,000
Sciencenter	Arts and Cultural Organizational Development	\$20,000
State Theatre of Ithaca, Inc.	Arts and Cultural Organizational Development	\$25,000
The History Center in Tompkins County	Arts and Cultural Organizational Development	\$22,000
The Ithaca Shakespeare Company, Inc	Arts and Cultural Organizational Development	\$5,000

Tourism Capital Grants

APPLICANT ORGANIZATION	PROJECT	AMOUNT AWARDED
Center for the Arts at Ithaca, Inc. (Hangar Theatre)	2017 Hangar Theatre's A Christmas Carol	\$20,000
Center for Transformative Action	2017 Floating Classroom Edu-Tourism Feasibility Study	\$5,500
Community School of Music and Arts	2017-Third Floor Performance Space Capital Improvements: Phase 2	\$16,500
Finger Lakes Land Trust	2017 Connecting Tompkins County's Gorge Parks: Enhancing Public Access at Lick Brook	\$10,000
Friends of Stewart Park	2017 Picnic Pavilion Phase 2	\$25,000
Ithaca Youth Bureau	2017 Cass Park Ice Rink Enclosure - Phase 2, Year 2	\$50,000
Paleontological Research Institution	2017 Smith Woods Preservation	\$5,000
Sciencenter	2017 Get Fit! Gallery	\$20,000
The History Center	2017 Heritage Education Center	\$25,000
	Full Architectural/Exhibit Construction Documents and Administration	\$25,000

Community Celebrations Grants

APPLICANT ORGANIZATION	PROJECT	AMOUNT AWARDED
Al-Huda Islamic Center of the Finger Lakes	2017 "Share Our Table" Dinner	\$1,700
Child Development Council	2017 Playdate in the Park	\$850
City of Ithaca	2017 GIAC Festival	\$1,200
City of Ithaca	2017 Double DutchTournament of Champions	\$1,200
Dorothy Cotton Jubilee Singers	2018 The Quilt Speaks: Signs and Symbols from the Underground Railroad	\$2,000
Dryden Town Historical Society	2018 Homestead Heritage Fair	\$2,000
Enfield Community Council, Inc.	2017 Enfield Harvest Festival	\$1,700
Historic Ithaca, Inc.	2017 Tompkins County Bicentennial Walk and Talks	\$1,000
Ithaca Carshare/ Bike Walk Tompkins	2017 Streets Alive! Ithaca	\$1,600
Ithaca Children's Garden	2017 International Mud Day	\$1,500
Ithaca Children's Garden	2018 Festival of Fire & Ice	\$1,750
Latino Civic Association of Tompkins County	2017 Latin Heritage Month	\$1,600
Multicultural Resource Center	2017 First Peoples Festival	\$1,300
Social Ventures	2017 Latino Multicultural Festival	\$1,000
Southside Community Center, Inc.	2017 Juneteenth	\$1,600
Southside Community Center, Inc.	2017 Kwanzaa	\$1,400
The History Center in Tompkins County	2017 Celebrating Our Rural Heritage	\$1,000
Town of Dryden	2017 Dryden Lake Festival	\$1,700
Town of Groton	2017 Treasures of Groton's Past	\$950
Town of Lansing	2017 - Town of Lansing Bicentennial Celebration Ag Day	\$1,200
Town of Newfield	2017 Newfield Old Home Days	\$1,700
Town of Newfield	2018 Newfield Music Series at Mill Park	\$775

Triphammer Arts Inc.	2017 Watermusic and Dancing on the Water	\$1,200
Trumansburg Area Chamber of Commerce	2017 WinterFest	\$1,000
Village at Ithaca	2017 Lift Every Voice: We are the Village! Community Concert	\$1,200
Village of Groton	2017 Groton Free Community Night	\$700
Village of Groton	2018 Groton Cabin Fever Festival	\$1,000

Tourism Marketing & Advertising Grants

APPLICANT ORGANIZATION	PROJECT	AMOUNT AWARDED
Cayuga Wine Trail, Inc.	2018 CeleBrunch - Cayuga Lake Wine Trail	\$5,000
Center for the Arts at Ithaca, Inc. (Hangar Theatre)	2017 Come for the Gorges, Stay for a Show	\$5,000
Community Arts Partnership of Tompkins County	2017 Spring Writes Literary Festival	\$3,270
Cornell Cooperative Extension of Tompkins County-Primitive Pursuits	2017 Regional Marketing for Overnight Camp	\$3,000
Cooperative Extension Association of Tompkins County	2017 Reuse Trail Extravaganza	\$1,300
Downtown Ithaca Alliance	2017 Ice Festival	\$2,500
Ithaca Festival	2017 Ithaca Festival	\$1,000
Ithaca Shakespeare Company Inc	2017 Summer Shakespeare Festival	\$1,000
Ithaca Tompkins Regional Airport	2018 China Welcome	\$5,000
Ithaca Underground	2017-2018 Big Day In, Naked Noise, November Music Series, One Fest	\$4,050
Kitchen Theatre Company	2017-2018 Cable TV Advertising	\$5,000
Kitchen Theatre Company	KTC Marketing	\$5,000
Paleontological Research Institution	2017 Mapping the Planets	\$2,800
Paleontological Research Institution	2018 Skulls	\$250
The Cherry Arts Inc.	2018 Production Enhancement	\$2,000
Trumansburg Area Chamber of Commerce	2017 Trumansburg Area Marketing and Advertising	\$1,145
Ulysses Community Council	Village of Trumansburg Walking Tour Brochure	\$750
Wharton Studio Museum	2017 Ithaca Fantastik Film Festival	\$2,600

Tourism Project and New Tourism Initiative Grants

APPLICANT ORGANIZATION	PROJECT	AMOUNT AWARDED
Center for Transformative Action	2017 Market Research to Launch Educational-Tourism on Cayuga Lake	\$3,500
Community Arts Partnership of Tompkins County	2017 Spring Writes Literary Festival	\$3,500
Cooperative Extension Association of Tompkins County	2018 Savor the Finger Lakes	\$3,800
Downtown Ithaca Alliance	2017 Wizarding Weekend	\$15,000
Downtown Ithaca Alliance	2017 Ice Festival	\$12,000
Ithaca Children’s Garden	2017 Visual Tour Guide Project	\$5,100
Ithaca Children’s Garden	2018 Discovery Docks	\$14,850
Ithaca Festival	2017 Ithaca Festival	\$3,000
Ithaca Shakespeare Company Inc	2017 Summer Shakespeare Festival	\$6,627
Ithaca Tompkins Regional Airport	2018 China Welcome	\$25,000
Ithaca Underground	2017-2018 Big Day In, Naked Noise, November Music Series, One Fest	\$8,750
Paleontological Research Institution	2018 Skulls	\$3,000
Sciencenter	2017 Science Playground	\$18,000
The Cherry Arts Inc.	2018 Production Enhancement Funding	\$3,000
Wharton Studio Museum	2017 Ithaca Fantastik	\$12,500

Strategic Tourism Implementation Grants

APPLICANT ORGANIZATION	PROJECT	AMOUNT AWARDED
The History Center	Tompkins County Heritage Center	\$35,500
Cornell Design Connect	Tompkins County Tactical Placemaking Toolkit	\$500
Tompkins County Chamber of Commerce	Agriculinary Tourism Plan Implementation	\$30,000
The History Center	Tompkins Center for History and Culture - Project Mgmt and Project Website Support	\$28,000

STRATEGIC TOURISM PLANNING BOARD

2017 VOTING MEMBERS

David Blake	At-Large
Brett Bossard	Arts-Culture
Kelli Cartmill	Lodging
Josh Friedman	Arts-Culture
Ian Golden	Recreation
Anne Gossen	Arts-Culture
Steven Hugo	At-Large
Ken Jupiter	At-Large
Anne Kellerman	At-Large
Doug Levine	Arts-Culture
Michael Mellor	At-Large
Cara Nichols	Ithaca College
Stephen Nunley	At-Large
Barbara Romano	Cornell University
Susan Stafford	TC3
Julie Swigart	Lodging
Mary Kate Wheeler	Agriculture
Andrew Zepp	At-Large

TOMPKINS COUNTY TOURISM PROGRAM STAFF

Thomas Knipe	Principal Planner / Tourism Program Director
Dariele Drake	Senior Account Clerk, Tompkins County Department of Planning & Sustainability
Kristin McCarthy	Administrative Assistant, Tompkins County Department of Planning & Sustainability

EX-OFFICIO / NON-VOTING MEMBERS

Martha Armstrong	Tompkins County Area Development
Peggy Coleman	Ithaca Tompkins County Convention and Visitors Bureau
Gary Ferguson	Downtown Ithaca Alliance
Dan Klein	Legislature Liaison
Dwight Mengel	Government Transportation
John Spence	Community Arts Partnership
Jennifer Tavares	Tompkins County Chamber of Commerce

ASSOCIATE NON-VOTING MEMBERS

Ethan Ash	Associate - Former STPB Member
Jim Brophy	NYS Parks
Carol Kammen	County Historian
Jon Reis	Former STPB Member

The STPB meets each third Wednesday at 3pm.
Agendas, minutes and meeting locations are available at www.tompkinscountyny.gov/tourism/board

IN AUGUST, STPB MEMBERS TOURED

Trumansburg visitor attractions and met with local officials, including a visit to the Visitors Center at Taughannock Falls Overlook.

Front row (left to right): Dwight Mengel, Steve Hugo, Doug Levine, Brett Bossard, David Blake, Elizabeth Thomas (Town of Ulysses Supervisor), and Susan Stafford. Back Row (left to right): Fred Bonn (Finger Lakes Regional Director, NYS Office of Parks, Recreation & Historic Preservation), Marty Petrovic (Mayor, Village of Trumansburg), Jodi LaPierre (Visitor Experience Manager), John Spence, Julie Swigart, Cara Nichols, Ken Jupiter, Anne Gossen, Barbara Romano, Anne Kellerman, Kelli Cartmill, Michael Mellor, Jennifer Tavares, Nana Monaco (President, Trumansburg Chamber of Commerce), Elain Springer (Trumansburg Chamber of Commerce), Tom Knipe, Ronda Roaring.

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